

Downtown Neighbors Association
Board of Directors Meeting Minutes
Tuesday, April 22, 2014

Present: Don Arenson, Mary Jungers, Graham Baxter, Lee Ann Kingston, Ron Accuardi, John Kielich, Don Nascowitz, James Orth, David Ray, Sheryl Waltman, Michael Sullivan, Kim Morris, Sharon Woodhouse, Beth Weirick, Dave Reid, Claude Krawczyk, Dawn Bloomfield, Nancy O'Keefe

Absent: Stacie Callies, Annette Wilson, Matt Dorner, Sherry Summers, Jim Julka, Andrew Wagner, Stacie Snap

Guests: Katie Kimes, HTWA; Christina Wright, Nextdoor.com; Mary Beth Pettit, I-794 Gateway Design Team; Jonathan Brostoff, District 19 Candidate; Kris Martinsek

I. Call to Order

President Claude Krawczyk called the meeting to order at 5:34pm.

II. I-794 Lakefront Gateway Presentation

Mary Beth Pettit gave a presentation on the I-794 Lakefront Gateway Project.

III. Nextdoor.com Private Social Network Presentation

Christina Wright gave a presentation on Nextdoor.com, a free private social media network. A discussion ensued on the possibility of rolling out a DNA organization page in the future. Users are tied to their address (must be verified) so alerts, etc. could be shared.

III. Meeting Minutes

It was pointed out that Sharon Woodhorn was misspelled in the minutes – it should be Woodhouse. Don Arenson moved to approve the minutes of February 4, 2014. Mary Jungers seconded and the motion carried.

IV. Treasurer's Report

A balance of \$5,016 is in the bank. A total of \$2,500 in contributions was received from the Westtown Association, East Town Association, BID 21 and Historic Third Ward Association. Nancy O'Keefe moved to approve and Dave Reid seconded. Motion carried.

V. Events and Promotion Committee Report

It was reported that the committee had two meetings. Dawn Bloomfield stated her name was inadvertently left off the E&P Committee Roster and also stated that Ayre in the Square was omitted from the event list. She will send Mary promotional material to blast out. The committee agreed it was best to piggy back on existing events again this year.

July 19th – Jazz in the Park (DNA VIP space)

July 17th – Ayre in the Square

August (no date) – River Rhythms

The board decided to continue the rotation throughout neighborhoods for the Annual Meeting and selected The Hudson for this year's meeting. Claude Krawczyk brought up that the bylaws have the Inaugural in October and the Annual Meeting in January. In the past they have both been held in October, so it needs to be decided to either change the bylaws or the Annual Meeting date. This will be on agenda in July.

VII. Outreach Committee Report

Sharon Woodhouse's name was omitted from the Outreach Committee Roster and Katie Kimes, HTWA Staff is to be added. It was reported that the newsletter went out yesterday (April 21) and had 117 opens (over 50%). Email subscribers are up. DNA Facebook page has 95 likes; Twitter has 357 followers, 366 tweets, and we follow 500+.

VIII. Resident Advocacy Committee

Ron Accuardi, Michael Sullivan and Don Nasgowitz were added to the Resident Outreach Committee. The committee is trying to schedule meetings, but is having trouble with schedules interfering.

IX. Citywide Clean-Up/Project Clean and Green

Kim Morris announced that East Town is participating on May 17 at Cathedral Square for the Citywide Clean Up Program. Beth Weirick suggested that we bring in a city ambassador to talk about cleaning up cigarette butts and the Keep Greater Milwaukee Beautiful Campaign. It was mentioned we should maybe work with the City to improve our trash pickup at residential buildings. It was suggested to create a plan to reduce cigarette butts. This will be put on the agenda for July.

X. Meter Parking Signage

Claude Krawczyk announced that Alderman Bauman brought up the idea of adding stickers to the parking signs to DPW. DPW likes the idea, but won't pay for it and want their crews installing the stickers on the 1,000 parking signs downtown. Claude presented that the pricing for stickers and install would be \$15/sign with both stickers and \$8/sign with just the "FREE" sticker. Beth Weirick suggested that the city needs to pay for this from the parking funds. Claude will write a letter to the City from the DNA Board.

XI. Auto Insurance

Graham Baxter contacted American Family and Geico insurance companies regarding auto insurance rates. He reported that the rates are determined by personal and public factors. Public factors include market rate, crime, etc. for the zip code.

XIV. New Business

It was suggested that we have generic business cards printed that we can all hand out to people at events or in passing. An amount of \$100 was suggested. Don moved to approve the amount and Nancy seconded, motion was carried. Katie Kimes will design cards for July meeting.

Claude Krawczyk will plan an Assembly Candidate Forum. The location was decided as the Miller Room at O'Donnell Park. The event will be held mid-late July on a weekday (Mon-Thurs) at 6pm. Exact date TBD.

V. Adjournment

The meeting was adjourned by acclamation at 7:40 pm.

These constitute the official minutes of the Downtown Neighbors Association Board of Directors meeting held April 22, 2014 at the offices of the Historic Third Ward Association office, 219 N. Milwaukee St., Milwaukee, WI 53202